



# Member Survey

Results & Findings

January 2011

# Background and Methodology

- The purpose: to understand some of the features and online services that members of futureproducers.com could benefit from. Based on the results of the survey we will commence new developments.
- Created on limewire.com and collected online.
- Survey distributed via forum announcements and email invitation to members.
- 12 questions. All optional.
- Survey launched Dec 28, 2010 and closed Jan 24, 2011.
- Total records in survey 1,206 respondents.
- Survey anonymous.



# Research Findings: Part 1

## A Little About Yourself

I am a beginner- just starting out learning the basics (A)	10.61%
I am a hobbyist- this is my side interest and I am not so bad! (B)	<b>29.68%</b>
I spend a considerable amount of time on my music; high skill level (C)	<b>36.07%</b>
Music is my profession. I earn my living with my music/music making skills (D)	19.24%
No answer	4.39%

# Online Presence & Community Needs

Members consult the following sources of info for to find out about recording/production gear & techniques:  
(Strongly Agree + Agree %)

- Paper books, magazines, newspapers: 57%
- Online forums: 80%
- Online social networks: 42% (more than HR 26%)
- Online editorial magazines: 52%
- TV & DVDs: 31%
- Professional Trade Shows & Conferences: 31%
- Other musicians, producers, colleagues: 76%
- Retails: 26%

# Online Presence & Community Needs

Outside Futureproducers.com I visit the following websites:

Gearslutz.com (A)	<b>29.85%</b>
Harmony Central (B)	<b>16.50%</b>
KVR (C)	<b>21.97%</b>
Sound On Sound (D)	<b>28.44%</b>
Recordingwebsite.com (E)	3.73%
Create Digital Music (F)	6.47%
Audiofanzine (G)	7.30%
HomeRecording.com (H)	<b>13.02%</b>
UGHH.com (I)	3.98%
Recording.org (J)	5.47%
Music Radar (K)	7.46%
Studio-central.com (L)	6.88%
The Gear Page (M)	2.99%
Rocbattle.com (N)	6.30%
Rapmusic.com (O)	4.89%
Siccness.net (P)	1.08%
Other	16.42%

# Online Presence & Community Needs

Outside Futureproducers.com I visit the following websites: Other notable sites mentioned

- Manufacturers' forums (e.g. Cakewalk, reaper)
- Future Music
- Hispasonic.com
- Idmforums.com
- Mpc-forums.com
- Mix online magazine
- Prosoundweb
- Pmpworldwide.com
- Rekkerd.org
- Cratekings.com
- Warbeats.com

# Online Presence & Community Needs

What do you find interesting or useful in the forums/sites you visit that you don't find on Futureproducers.com ? (Open Q)

Of the 444 responses most can be narrowed to people searching for these things on other websites:

- Diversity: looking for a variety of views or different information on other forums. Diversity of music styles, not just hip-hop.
- Organized gear reviews
- Articles about recording techniques
- Professionals & experts
- Better layout & design
- Video demos & tutorials



# Online Presence & Community Needs

When it comes to content about gear or recording techniques I prefer: (Strongly Agree + Agree %)

- Editorial content (Articles/reviews/videos): 74%
- Short News Items: 37% (and 30% neutral)
- User generated content (articles/reviews/videos): 72%
- Online discussions (e.g. forums, facebook groups): 64%
- Gear manufacturer's info on their website: 56%



# Online Presence & Community Needs

On a scale of 1-5 (5 being most important) how important are the following aspects for you in an online community when looking to join a forum: (5 + 4 %)

- Expertise in subject matter: 68%
- Friendliness: 58%
- Willingness to help: 68%
- Respect for other members: 63%
- Adherence to forum rules & regulations: 45%
- Ability to promote my music/beats: 29%

# Futureproducers.com at present

The reason I visit Futureproducers is to:  
(Strongly Agree + Agree %)

- Improve my knowledge and skill level: 81%
- Promote my music: 27%
- Discover new music: 40%
- Help other members by giving advice/answering questions: 54%
- Meet other musicians/producers for musical projects: 50%

# Futureproducers.com at present

By interacting with other members on Futureproducers I have: (Strongly Agree + Agree %)

- Improved my knowledge and skill level: 62%
- Made several online friends: 25%
- Discovered new music: 37%
- Found other musicians/producers for musical projects: 28%
- Increased awareness/promotion for my music: 30%

# ★ Futureproducers.com: The Future

We are considering improving or adding the following features to futureproducers.com. Of the following, how interested are you in having these features: (Very Interested + Somewhat Interested %)

- Instructional Articles by Editorial Staff: 84%
- Gear Reviews by Editorial Staff: 80%
- Instructional Article by Futureproducers members: 81%
- Gear Reviews by Futureproducers members: 77%
- Artist/Producer Interviews/Q&A: 81%
- Futureproducers Newsletter: 58%
- An organized Classifieds section: 61%
- A Separate Battles Section (not in forum): 46%
- Blog Option for members: 46%



# Futureproducers.com at present

We are currently exploring the possibility of upgrading the current vBulletin forum software to version 4.0. This upgrade will incorporate the following elements.....

Yes (Y)	80.64%
No (N)	2.47%
No answer	16.89%

Conclusion: Yes! To upgrade.

# Futureproducers.com at present

Anything else you'd like to add about Futureproducers.com? Open Questions had 280 replies! Some notable comments:

- Gear/brand specific forums: e.g. MPC, different DAWs
- Tapatalk support for smartphone; iPhone app
- Newsletter targeting members' interests, highlighting articles
- Ability to upload music to profile like on Soundcloud
- Add editorial content- articles, gear reviews, more stickies
- Lose the black background, very depressing
- Free download area (Freeware, and other samples, VSTs)
- Webinars on beatmaking, mixing, mastering
- Excellent survey! You are heading in the right direction!
- Differentiate users based on 'expert level'. Maybe add a 'thank you' function.
- Better search function
- Stronger moderation on 'arrogant kids' to bring back older more experienced users
- Bring gear makers or producers for Q&A
- Promote the feedback section as more people are looking for feedback than giving
- Unblock signature links to guests
- Embedding soundcloud players